

RESIDENTIAL ENERGY CONSERVATION SERVICE CAPE LIGHT COMPACT COALITION ACTION PLAN AMENDMENT

INTRODUCTION & DESCRIPTION

The Cape Light Compact (CLC) agrees to deliver RCS Services as detailed in the Coalition Action Plan dated June 2001 and submitted to the DOER on behalf of the schedule A “Signatories to the Coalition Action Plan and Stakeholders”. The CLC will detail in this Coalition Action Plan Amendment those delivery areas which differ from those agreed to in the Coalition Action Plan. The CLC has used the CAP as the format for the amendment; all section headings have been included. If modifying information is not presented in this Amendment the DOER should presume that the CLC will deliver those service components as detailed in the June 2001 Coalition Action Plan.

The CLC territory has 167,774 residential customers and a total customer base of 192,628. The total megawatt sales for residential customers is 996,761 and the total sales for the entire customer load is 1,834,197.

BUDGET – no changes

PROGRAM PUBLICITY

DESCRIPTION AND OBJECTIVE

Marketing for the new RCS program will be a key component for ensuring successful program participation levels and program delivery in general. The purpose of this amendment is to outline some of the various strategies and activities that will be used to support a focused and sustainable marketing effort by the CLC.

The premise for all marketing efforts will be to:

- ?? Create consumer awareness of all program components
- ?? Create demand for products and services
- ?? Overcome existing marketing barriers

Overcoming market barriers is essential to addressing the consumer demand side of program delivery. The recent focus on the CLC has generated regional consumer interest in the CLC and energy activities on the Cape and Islands. With the current environment customers are increasingly aware of their energy issues.

Target Market

The RCS program directly targets all residential customers on a fuel-neutral basis. The program offers audits, fuel-neutral rewards, and integration of other energy efficiency programs designed to promote energy savings and capture lost opportunities in the residential market place. In addition, the program builds off of the existing market infrastructure and utilizes regional resources where possible.

Pursuant to a recent DTE Order, the CLC has not been given access to NSTAR's billing envelope. Consequently, it would be cost-prohibitive for the CLC to conduct a separate mailing just to inform its customer of the RCS program. Instead, the CLC will undertake the following activities to "get the word out" about the RCS program. The CLC, with its extensive network of local connections and communication channels, possesses a unique opportunity to integrate and coordinate the RCS message with community based CLC activity.

- ?? **Annual Notification:** Each of the 21 member towns has the ability to notify all residents of specific town information. The CLC may use these notification avenues as a means to annually notify residents to the various CLC offerings. Such notification avenues may include property tax information or water department billing.
- ?? **Local Government Access Channel:** In each of the 21 member towns that have a local government access channel, the CLC will post a message about the RCS program and how consumers can access the program. This message will run twenty-four hours per day, seven days per week for a sixty-day period. The CLC will update and run this message two times per year.
- ?? **Web Sites:**
 - Municipal Web Sites - In each of the 21 member towns that have a municipal web site, the CLC will post a message about the RCS program and how consumers can access the program.
 - CLC WebSite – CLC has its own website and it will be used to promote program participation.
- ?? **Informational flyers:** Flyers will be developed for the RCS program and strategically placed in each of the town halls, libraries, community centers and senior centers. The flyers will be located in a prominent place with frequent visitors.
- ?? **Public Forums:** At a minimum of once per year, the RCS program will be discussed in a public forum at each of the 21 town Selectmen or Councilor's meeting.
- ?? **Newspaper Insert:** The RCS program will be described and featured in the CLC's 16-page short tab newspaper insert. The CLC is working with the local weekly publishing company, Community News Corporation, to produce approximately 100,000 copies of an energy efficiency educational piece. The target date for this is Spring 2002. The CLC intends to make this an annual effort and the RCS will be featured in this publication. In addition, the CLC is collaborating with Community News Corporation on a series of monthly articles focusing on the CLC's Energy Efficiency Program. At least one of these articles will feature the RCS program.,
- ?? **Energy Efficiency Advertisements:** The CLC intends to run four-quarter page ads on its energy efficiency program every six months. The RCS program will be featured in these ads.
- ?? **Supplemental Activities:** On an as-needed basis, usually in the summer months, supplemental marketing activities such as newsletters will be used to generate program interest.

?? **Community Based:** Throughout the year, home shows and other community-based activities will be utilized to speak to customers and hand out printed marketing materials which describe various energy efficient programs.

?? **Co-op marketing:** CLC will utilize the vendor network where and whenever possible to complement and market program delivery.

In addition to the specific actions identified above, the CLC is committed to increasing public awareness on the RCS program and will strive to incorporate information about the program in on-going educational activities and all residential printed material.

APPROPRIATE SERVICES (TIER ONE)

SERVICE DESCRIPTION

The Residential Efficiency and Renewable Energy Hotline (Appropriate Services in Tier One) provides Massachusetts citizens with information about energy efficiency, renewable energy, and home performance. Effective 1/1/02 HDMC will be providing Tier One services for the CLC.

STATEWIDE TOLL-FREE NUMBER

The CLC will participate in the statewide 800# development. The purpose of the statewide 800# is to have call routing capability, not Tier One Screening. The CLC along with other Program Administrators will go out to bid for this statewide number service within two months after DOER approves the Coalition Action Plan. The goal is to have the statewide toll-free number operating by January 1, 2002, or sooner, if possible. The CLC will pay for the statewide 800# services, in proportion to the number of call that are routed to CLC. The CLC has concerns that its limited budget and resources could be exhausted by the statewide 800# process. The CLC will assess these costs on a continual basis to ensure that CLC resources are used appropriately.

In order to promote consistent and complementary messages the CLC will use its existing 800# which provides residents with a one-stop information source on all the CLC program offerings. The CLC understands the need for a consistent message to customers regarding the availability of conservation programs throughout the state, and specifically on the Cape. At a minimum, the CLC will market the statewide 800# in at least one of its major marketing efforts (e.g., annual notification, municipal web sites). The CLC will assess additional marketing efforts of the statewide 800# and will use this number when it does not create confusion to Cape customers or weaken the locally focused CLC education efforts already in place on the Cape.

As with all changes being implemented in the RCS program, the effectiveness and value of this service will be reviewed annually. The purpose of the review will be to improve service to customers, while keeping associated costs at a reasonable level. Changes to the process described may also be made as part of the bid process if it would enhance customer service or lower cost and has approval of DOER, CLC, and Program Administrators.

INFORMATION RESOURCES

CLC will ensure that these Tier One Services are available to all Cape and Vineyard residents.

?? Referral to utility services related to billing issues, service issues, or other misdirected calls

?? Literature Mailings

The hotline operator will have a list of available documents and their applicability to specific consumer needs. These can be sent and recorded in the database along with information on follow up to vendors to supply in-home services. A list of suggested literature is attached as Schedule A.

?? Technical Assistance on the Phone

A technical specialist will be available to answer questions about improvements customers are considering in the home or other efficiency or renewable questions.

?? Screening and Referral to Tier Two

This is perhaps the most important service that can be provided by the Tier One service: The combination of information collected by the intake staff and the needs expressed by the consumer will result in the determination as to the appropriate referral to Tier Two

?? Referrals to Educational Web sites.

AUDIT AND PROGRAM MEASURE IMPLEMENTATION (TIER TWO)

At this time, the CLC will be extending the contract with Conservation Services Group, the existing Tier Two vendor, who will use an appropriate audit software tool. All audits previously approved under the RCS program regulations or a HERS building analysis that meet the NASEO HERS accreditation standard automatically qualify. The CLC will consider modifying its audit software requirements based on the results of the technical session on this topic that will be sponsored by DOER. The technical session will identify alternative options for reaching technical analysis objectives through alternative software or non-software based analysis techniques.

INTEGRATION WITH ENERGY EFFICIENCY PROGRAMS

The CLC will fully integrate benefits available through their energy efficiency programs with the delivery of the RCS program. These programs include the Residential High Use Program, Low Income programs, Residential New Construction, and NEEP initiatives. The CLC will inform customers of services offered by KeySpan if the house is heated with gas.

COMPETITION FOR DELIVERY OF TIER TWO SERVICES

DOER will hold a technical session to discuss how to open the program to greater vendor competition. The goal is to open the program to competition a year after DOER's approval of the CAP. The CLC will participate in these technical sessions.

FUEL NEUTRAL REWARDS (ENERGY EFFICIENCY INCENTIVES)

The Energy Efficiency Incentive and Renewable Energy Incentive (Fuel Neutral Rewards) are designed to stimulate the installation of energy efficiency and renewable energy measures through a financial incentive package that is available to customers receiving a Home Energy Assessment. The CLC will provide eligible customer with the EEI rebate options at the time of the home site visit for appropriate measures. Eligible customers will be able to choose between an instant rebate and reimbursement for approved installation measures.

The CLC has a defined budget amount for delivery of the RCS program and EEI rebate program. These amounts were determined based on the residential customer base in the CLC service area. Additional budget allocations for the RCS program requires a vote of the Governing Board of the CLC.

ELIGIBLE VENDORS

Program Vendors must sign a contract with the CLC before providing services to their residential customers. CLC will notify DOER about contracts with a new Program Vendor. Through its contract process, the CLC will receive legal assurances that Program Vendors meet the requirements detailed in the CAP. In the event the CLC were to seek a new vendor for Tier One and/or Tier Two services, the CLC would ensure that the vendor selected meets the vendor qualifications detailed in the CAP.

SCHEDULE A: SIGNATURE TO COALITION ACTION PLAN

Cape Light Compact

Margaret Downey (508) 375-6636

SCHEDULE B: TIER ONE LITERATURE

CLC Description

CLC Residential Program Description

DOE “Energy Savers” Booklet

Other CLC literature as appropriate

CLC 16-Page Newspaper Insert

Residential Program Descriptions